

Town of Vienna, Virginia



Stormwater Pollution Prevention Public Education and Outreach Plan

For compliance with Permit No VAR040066, Section II, Part B.1 “General VPDES Permit for Discharges of Stormwater from Small Municipal Separate Storm Sewer Systems.”



Town of Vienna
Department of Public Works
127 Center Street, South
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Draft – September 19, 2014

Table of Contents

I.	Existing Program	1
II.	New Permit Requirements	2
III.	Identification of High-Priority Water Quality Issues.....	3
IV.	Target Audience and Size.....	5
V.	Education and Outreach Tools	7
VI.	Message Development.....	10
VII.	Coordination with Regional Efforts	11
VIII.	Public Education and Outreach Strategies.....	12
IX.	Assessment of Strategies	17
X.	Public Participation in Plan Development.....	17
XI.	Summary Implementation Schedule	17

Tables

Table 1	Pollutants of Concern Assessment.....	4
Table 2	Discussion of Target Audiences	6
Table 3	Discussion of Education and Outreach Tools.....	8
Table 4	Pollution Prevention Messages	10

Town of Vienna, Virginia

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Preventing stormwater pollution in the first place is the most effective and cost-efficient way to protect the Town's water resources and meet state and federal stormwater regulations. The foundation of a successful pollution prevention program is an active, engaged public that understands the link between individual behavior and its affect on water quality and aquatic resources. The public includes Town residents and the local business community. An informed public also knows how to identify and report suspected illicit discharges and can help educate their own family members and neighbors about the importance of preventing pollution.

This plan has been developed in compliance with the Town's "General VPDES Permit for Discharges of Stormwater from Small Municipal Separate Storm Sewer Systems" Permit No VAR040066, Section II, Part B.1.

I. Existing Program

The Town of Vienna has implemented a comprehensive public education and outreach program under its municipal separate storm sewer system (MS4) permit since the initial permit was issued in 2003. Since that time, the program has been enhanced to meet the specific needs of the Town and to take advantage of regional efforts such as the Northern Virginia Regional Commission's Clean Water Partners program. The Town's current program includes the following elements:

General Education and Outreach:

- Distribute giveaways such as magnets, rulers, and key chains with water quality messages at the Town Hall and during numerous community events.
- Include at least two stormwater quality-related articles annually in the Town's monthly newsletter.
- Include a stormwater quality related message in the Town's annual calendar.



Public Works Day is part of the Town's youth outreach and education efforts.

- Promote storm drain marking to volunteer organizations such as local Boy Scouts.
- Host a stormwater and streams web page with information on pollution prevention and links to outside resources.
- Participate in the regional Clean Water Partners program. This program uses regional media outlets, including radio, web pages and social media, to educate a broader audience than could otherwise be reached by the Town. The focus has been on proper pet waste disposal, lawn care practices, and home auto care.

Youth Outreach:

- Include youth-focused water quality giveaways and games for children at its annual Public Works Day.
- Host youth-focused events such as the 2014 “Fishing Rodeo” to celebrate the completion of the restoration of a portion of Wolftrap Creek.
- Incorporate the importance of protecting the Town’s streams into “Town of Vienna Day” in cooperation with Fairfax County Public Schools.



The regional Clean Water Partners program includes TV and radio ads in multiple language formats.

Business Outreach:

- Distribute a general environmental education message to each business at least once every five-year permit cycle.
- Target specific business categories for education and outreach based on complaint history and illicit discharge monitoring activities. These include automotive supply and service businesses and food service businesses. Each targeted business receives educational materials at least once each five-year permit cycle.

II. New Permit Requirements

In accordance with Section II.B.1 of the MS4 permit, the Town must further develop its public education and outreach program and provide the public with an opportunity to comment on the Town’s plan. The permit provides that the program must be designed with the following goals:

- Increasing target audience knowledge about the steps that can be taken to reduce stormwater pollution, placing priority on reducing impacts to impaired waters, and other local water pollution concerns;
- Increasing target audience knowledge of hazards associated with illegal discharges and improper disposal of waste, including pertinent legal implications; and,
- Implementing a diverse program with strategies that are targeted toward audiences most likely to have significant stormwater impacts.

Specifically, the Town’s program must:

- Identify, at a minimum, three high-priority water quality issues and the rationale for the selection of these issues;
- Identify and estimate the population size of the target audience most likely to have significant impacts for each high-priority water quality issue;
- Develop relevant messages and associated educational and outreach materials for message distribution to the selected target audiences while considering the viewpoints and concerns of the target audiences including minorities, disadvantaged audiences, and minors;
- Provide for public participation during public education and outreach program development;
- Annually conduct sufficient outreach designed to reach an equivalent of 20% of each high-priority issue target audience; and,
- Provide for the adjustment of target audiences and messages in order to address observed weaknesses or shortcomings.

The MS4 permit allows the Town to coordinate public education and outreach efforts with other MS4 localities, recognizing that the Town is individually responsible for meeting permit requirements.

III. Identification of High-Priority Water Quality Issues

The MS4 permit requires the Town to identify a minimum of three high-priority water quality issues that contribute to stormwater pollution and to provide a rationale for their selection. The permit places priority on reducing impacts to impaired waters and other local water pollution concerns. The Accotink Creek watershed portion of the Town has been designated as impaired by the Virginia Department of Environmental Quality (DEQ) for bacteria, benthic conditions (lack of benthic macroinvertebrates often caused by excess sediment deposition from stream bank erosion and other sources), and polychlorinated biphenyls (PCBs). The Difficult Run watershed portion of the Town has been designated as impaired for bacteria, sediment, PCBs, and heptachlor epoxide. Total maximum daily load (TMDL) wasteload allocations (WLAs) have been assigned to the Town for bacteria, sediment, and PCBs. A TMDL WLA is the maximum amount of a pollutant that can enter the water without violating water quality standards. This means the Town must develop TMDL action plans to identify best management practices and other activities for these pollutants. Finally, the Town is subject to the Chesapeake Bay TMDL for nutrients (phosphorus and nitrogen) and sediment and must develop a Chesapeake Bay TMDL Action Plan.



The Chesapeake Bay and local streams are impaired for sediment. Residents can play a role in reporting sediment from construction.

In addition to these TMDL pollutants, the Town has identified two specific business sectors for targeted education and outreach based on staff observations in the field and resident complaint history. These include automotive supply and service businesses and food service businesses.

Table 1 provides an overview of pollutants of concern in the Town and whether each pollutant is considered a “high priority” for the purpose of additional public education and outreach. While all pollutants of concern are addressed in the Town’s MS4 Program Plan through various best management practices, Table 1 is used to help focus the Town’s outreach activities on those pollutants where public education is most likely to lead to a reduction in those pollutants.

Table 1 –Pollutants of Concern Assessment

Pollutant	Discussion	High Priority?
Nutrients	The Town is subject to the Chesapeake Bay TMDL for nutrients (phosphorus and nitrogen) and must develop a Chesapeake Bay TMDL Action Plan by June 30, 2015. Excess nutrients cause algae blooms, and when the algae die, they consume oxygen in the water, creating dead spots where aquatic life cannot survive. Property owners and managers can play a role in controlling nutrient pollution by reducing the amount of fertilizer that is misapplied to the urban landscape.	Yes
Sediment	The Town is subject to the Chesapeake Bay and Difficult Run TMDLs for sediment. Sediment deposited in stream beds can smother aquatic life and harm fish. The majority of sediment in urban areas comes from stream bank erosion and construction activities. The Town plans to achieve reductions primarily through stormwater retrofits to reduce stormwater flow and through strong enforcement of stormwater management and erosion and sediment control regulations. However, the public can play a role by reporting construction activities where erosion and sediment controls may be malfunctioning.	Yes
Bacteria	Both Town watersheds have been designated as impaired for bacteria. The <i>Bacteria TMDL for the Difficult Run Watershed</i> notes that “direct deposition [from] wildlife as well as loading from residential areas (which includes the fecal load from pets) are the predominant sources of bacteria in Difficult Run watershed.” Public education can play an important role in reducing bacteria by educating pet owners about the human health and legal consequences of not picking up pet waste.	Yes
PCBs	PCBs are considered legacy pollutants and are no longer used by the general public or the business community. PCBs were widely used as a coolant but were banned by the U.S. Congress in 1979 due to its persistent and highly toxic nature. During the last permit cycle, the Town conducted a desktop search for any businesses or industries with an SIC code that is identified as having a high potential risk for PCBs. The search resulted in no business or industries within the Town limits identified as being high risk.	No

Pollutant	Discussion	High Priority?
Heptachlor epoxide	Heptachlor epoxide was used as an insecticide and is considered a legacy pollutant. The U.S. EPA has significantly limited and highly regulates its use because it is highly persistent in the environment and easily dissolves in water.	No
Fats, Oils, and Grease	The Town has identified fats, oils, and grease from restaurant and other food service operations as a problem pollutant through field observations and citizen complaints. This can be mitigated by increasing outreach to businesses on how to prevent pollution and the legal consequences of non-compliance.	Yes
Automotive Fluids	The Town has identified automotive fluids from vehicle-related services as a problem pollutant through field observation and citizen complaints. Pollution can occur through direct dumping, improper spill and leak prevention and response, and illicit car washing. This can be mitigated by increasing outreach to businesses on how to prevent pollution and the legal consequences of non-compliance.	Yes

Based on the above rationale, the Town will focus on those pollutants of concern designed as “high-priority” in this Stormwater Pollution Prevention Public Education and Outreach Plan.

IV. Target Audience and Size

The MS4 permit requires the identification of target audiences most likely to have a significant impact on each pollutant of concern for each “high-priority” water quality issue. At a minimum, the education and outreach program must be designed to reach 20% of each target audience on average annually. Table 2 provides an overview of the identified target audiences.

Table 2 – Discussion of Target Audiences

Pollutant	Discussion	Target Audience and Size
Nutrients	<p>Two target audiences have been identified.</p> <p>The first target audience includes property owners that maintain lawns and therefore may apply fertilizer. According to 2012 U.S. Census estimates, the vast majority of the residential land use in the Town is either single family or townhouse (only 12.3% is in multi-family residential). As a result, the Town intends to consider all residential property owners the target audience for this pollutant.</p> <p>The second target audience includes property managers for homeowners associations and condominiums. In these cases, a board or manager is typically responsible for hiring a company to manage the landscape. The Town has contacts for approximately 20 HOAs and condominium associations.</p>	<p>Residential Households – Approximately 5,362 households (2012 U.S. Census estimate)</p> <p>HOA/Condominium Organizations – 20 associations</p>
Sediment	The public at large has been identified as the target audience. The focus of the sediment efforts will be on educating residents to recognize an erosion control issue and to know where to report the issue.	Residential Households – Approximately 5,362 households
Bacteria	Pet owners have been identified as the target audience. While dog owners can be identified through Dog License registrations, there is no practical way to identify pet owners in general. As a result, the Town will target all residential households with a general message, while focusing a more specific message to the Town's 1,600 dog owners.	<p>Holders of Dog Licenses – 1,600 households</p> <p>Residential Households – Approximately 5,362 households</p>
Fats, Oils, and Grease	Restaurants in general have been identified as the target audience for education and outreach on preventing fats, oils, and grease from entering the storm drain system.	Restaurants within Town Limits – Approximately 75
Automotive Fluids	Automotive service centers, including car washes and facilities providing car wash services, have been identified as the target audience for education and outreach on preventing automotive fluids from entering the storm drain system.	Automotive Service Centers within Town Limits – Approximately 18

While not linked to a specific pollutant of concern and therefore not subject to the 20% outreach target, the Town considers youth-based stormwater education to be an effective outreach tool since students encompass all economic and minority groups. Further, youth education can establish positive behaviors that will last a lifetime. According to the 2010 U.S. Census, approximately 25.6% of the Town's population is under age 18, while approximately 19% of the Town's population is between ages 5 and 18 (school age population).

V. Education and Outreach Tools

The Town has a number of tools at its disposal to engage in public education and outreach. Table 3 provides an overview of significant tools identified by the Town and the strengths and limitations of each when considering how to deliver an effective message; while also meeting the permit requirement to quantify the effort towards reaching 20% of each target audience annually.

ONLY RAIN DOWN THE STORM DRAIN!

Nutrients in stormwater runoff have been identified as the number one pollutant and threat to the health of the ecosystems of the Potomac River and Chesapeake Bay watersheds. Much of this pollution is the result of the activities of watershed residents who are unaware of the link between their daily behavior and the water quality downstream.



Stormwater runoff pollution comes from many sources including parking lots, lawns, driveways, golf courses and roads. Rainwater that runs off these surfaces picks up contaminants like motor oil, fertilizer, pesticides and bacteria from pet waste. This stormwater runoff flows into storm drains and then into local streams and the Potomac River, the source of drinking water for many residents in the Washington, D.C. area. The runoff ultimately contributes to the pollution affecting the Chesapeake Bay.

What can you do to prevent water pollution? Follow these simple tips:

- Dispose of used motor oil and household hazardous waste (paint, household cleaners, etc.) properly, rather than pouring it on the driveway or into the storm drain.
- Avoid excess fertilizer or pesticide use, especially before rain is predicted.
- Wash your car at a commercial car wash, or in a location where the soapy water will not run into the storm drain.
- Sweep up grass clippings and other yard waste instead of washing them down the driveway or into the gutter.
- Always pick up pet waste from your yard, sidewalk or park area.
- Report storm drain dumping. During business hours, call the Town's Environmental Concern Line at (703) 255-6343. After hours, call the Police Department's non-emergency number at (703) 255-6366.

For more information, visit the Northern Virginia Clean Water Partners' website at www.onlyrain.org.

This pollution prevention article in the Town Newsletter is an example of the Town's outreach tools.

Table 3 – Discussion of Education and Outreach Tools

Tool	Reach	Strengths	Limitations
Brochure Distribution at Events and Meetings	Varies depending on the size of the event.	The Town has a number of existing brochures (for example, brochures have been created for restaurants and automotive service centers). In addition, there are a number of existing brochures from DEQ, U.S. EPA, and various non-profits that can be easily tailored to the Town and that address specific pollutants of concern.	The distribution universe is relatively limited. It is unknown whether the target audience actually reads the brochure.
Giveaways at Events	Varies depending on the size of the event.	The Town has a number of existing giveaways, such as rulers, magnets, and key rings. The message is simple and has a higher chance of being absorbed by the recipient. These materials may also be kept longer by the recipient (for example, magnets on refrigerators).	The distribution universe is relatively limited. It is unknown whether the target audience actually responds to the message.
Press Releases	Varies depending on media that may pick up the release.	A press release may get picked up by a local newspaper or otherwise be distributed to a larger audience at no cost to the Town.	There is no guarantee that the release will be picked up by the media and delivered to the intended audience.
Town Calendar	Delivered to all Town residents.	The message reaches a defined audience. The calendar reaches all Town households. These materials may also be kept longer by the recipient since they contain specific information on Town services and events.	Not all residents will keep the calendar or read the water quality message.
Storm Drain Markers	Varies, but generally those who live near or walk past a storm drain inlet.	The Town has a vigorous storm drain marker program with decals stating “Only Rain Down the Storm Drain.” Markers are placed where it is most likely that an illicit discharge due to dumping may occur.	Markers may become dislodged or require maintenance over time. It is unknown whether the target audience actually responds to the message.

Tool	Reach	Strengths	Limitations
Vienna Happenings	Delivered weekly by email. Currently 888 individual subscribers as of 7/30/2014.	The message reaches a defined audience. Audience is self-selected, indicating a willingness to receive the information. Messages are relatively short, increasing the chance that they may be read. Water quality message is paired with other information about Town services and upcoming events.	Not all residents sign up for the email. Some recipients may not be Town residents.
Town Newsletter	Delivered monthly by mail to all Town residents.	The message reaches a defined audience and includes all Town residents. Water quality message is paired with other information about Town services and upcoming events.	Not all residents will read the newsletter or the water quality message.
Town Website	Available to all Town residents.	According to 2010 Census data, over 73% of all Virginians have access to the internet. The Town's existing stormwater page is accessible and contains large amounts of information.	The web page is passive and not generally accessed unless a resident is looking for something specific.
Social Media	The Town's Facebook has 1,944 "likes" as of 7/30/2014. The Town's Twitter feed has 1,802 followers as of 7/30/2014.	The message reaches a defined audience. Audience is self-selected, indicating a willingness to receive the information.	Distribution universe is relatively limited. Some recipients may not be Town residents.
Direct Mail	Varies depending on targeted universe, but can reach 100% provided addresses are available.	The message reaches a defined audience. Stand-alone nature of a direct mailing from the Town may increase the chance of being read.	Not all residents will read the message. This option is more expensive since it is not "piggybacking" on existing means of distribution.
Water and Sewer Bill	Delivered quarterly by mail to all Town residents.	The message reaches a defined audience. Inclusion with a bill increases likelihood that the message will be read. Can link pollution prevention message with cost of treating drinking water.	Not all residents will read the message.

Tool	Reach	Strengths	Limitations
Radio/Internet Ads	Varies depending on the station/internet ad purchase.	Can reach a broad audience. Can be designed to target messages to specific demographics. Messages can reach intended audience multiple times to increase chance that the message is absorbed. The Town already participates in the Clean Water Partners Program.	Cost would be too high for the Town to engage in this effort on its own.

VI. Message Development

The MS4 permit requires the Town to develop relevant pollution prevention messages to be delivered to target audiences. Table 4 provides an overview of pollution prevention actions and associated messages based on a review of existing DEQ and U.S. EPA documents, including but not limited to DEQ’s “Tips on Keeping Your Lawn Green, and the Chesapeake Bay Clean.” These messages will be delivered through identified outreach tools as described in Section VIII “Public Education and Outreach Strategies.”

Table 4 – Pollution Prevention Messages

Pollutant	Pollution Prevention Action	Message Highlight
General	Make the connection between individual actions and stormwater pollution.	<ul style="list-style-type: none"> Piggyback on regional Clean Water Partner’s “Only Rain Down the Drain.”
Nutrients	Mowing high with a sharp blade (2 to 3 inches for cool-season grasses) can keep a lawn greener without fertilizers.	<ul style="list-style-type: none"> Protect local streams and the Chesapeake Bay. Reduce the cost of drinking water treatment. Healthier lawn. Saving money (less frequent use of fertilizers). Saving time (no need to fertilize in the fall).
	Leaving grass clippings on the lawn reduces the need for nitrogen fertilizer by as much as one-third.	
	For cool season grasses, September through November is the best time for fertilizing.	
	The best way to determine if your lawn needs fertilizer is to test it.	
	Never apply fertilizers to sidewalks, driveways or roadways. Sweep or blow fertilizer spilled on hard surfaces.	

Pollutant	Pollution Prevention Action	Message Highlight
Sediment	Report illicit discharges to the Town by contacting the Department of Public Works (703-255-6380) or reporting problems using the Town’s “Report a Concern” function on the website.	<ul style="list-style-type: none"> • Protect local streams and the Chesapeake Bay. • Reduce the cost of drinking water treatment. • Protecting our water resources is everyone’s responsibility.
Bacteria	Pick up after your pet.	<ul style="list-style-type: none"> • Pet waste goes to our drinking water supply and must be cleaned. That is gross. • Pet waste causes illness making streams unsafe for kids and pets. • Picking up pet waste is the law.
Fats, Oils, and Grease	Fats, oils, and grease must be properly recycled – never down the storm drain.	<ul style="list-style-type: none"> • Protecting our environment is part of being a good business. • It is the law – fines of up to \$35,000 per violation.
Automotive Fluids	Automotive fluids must be properly recycled – never down the storm drain.	<ul style="list-style-type: none"> • Protecting our environment is part of being a good business. • It is the law – fines of up to \$35,000 per violation.
	All washing activities must be done inside – no washwater to the storm drain.	

VII. Coordination with Regional Efforts

As noted, in addition to local efforts, the Town participates in regional public education efforts with other MS4 communities through the Northern Virginia Regional Commission (NVRC) Clean Water Partners program. The Town intends to continue participation in the program since it leverages resources to reach a larger regional audience through a mix of media such as radio, TV, online and print.

In the past, the program has focused on proper disposal of pet waste, used motor oil recycling, and proper lawn care practices. However, annual surveys by NVRC revealed a trend away from individuals changing their own oil. In response, the Clean Water Partners program decided to replace the used motor oil effort with education and outreach focused on illicit discharges and illegal dumping. This move aligns regional efforts with the Town’s high-priority water quality issues.

VIII. Public Education and Outreach Strategies

The following public education and outreach strategies have been selected and will be implemented to meet the requirements of Section II.B.1 of the MS4 permit. The strategies were selected taking into account the Town's desire to engage in general outreach, including outreach to the Town's youth population, while also focusing on specific water quality issues and target audiences determined in previous sections. Specific strategies were chosen considering the need to engage 20% of each targeted audience annually and the requirement to document this engagement, the outreach tools at the Town's disposal, and the identified messages. The Town also intends to continue its participation in the Clean Water Partners program.

BMP 1 – General Education and Outreach

Objective and Expected Results: The purpose of this BMP is to increase general knowledge about the link between individual actions and stormwater pollution and to educate residents about how they can change their behavior to have a positive impact on local streams and the Chesapeake Bay.

Implementation and Schedule:

- Distribute giveaways such as magnets, rulers, and key chains with water quality messages at the Town Hall and during community events.
- Include at least three stormwater quality related articles annually in the Town's monthly newsletter. Messages will be coordinated with BMPs 1.3, 1.4, and 1.5.
- Include a stormwater quality related message in the Town of Vienna calendar.
- Promote and provide information to Town residents and organizations on the availability of storm drain markers for volunteer projects.
- Host the stormwater web page and update it with new information as appropriate.
- Participate in the NVRC Clean Water Partners program.

Responsible Party: Public Works and Public Information. NVRC Clean Water Partners will act as the Town's regional partner.

Documentation and Measure of Effectiveness: The Town will document efforts to engage and educate citizens and will report on these efforts in the annual report. This will include the message, amount of materials distributed and an estimate to the number of individuals reached. The Town will provide a summary of the NVRC Clean Water Partners program and the results of any surveys or other mechanisms used to determine program effectiveness.

BMP 2 – Youth-Focused Outreach

Objective and Expected Results: The purpose of this BMP is to instill positive, pollution prevention behaviors in youth that will last a life-time. Youth-based stormwater education also encompasses all economic and minority groups.

Implementation and Schedule:

- Host an annual Department of Public Works Day with a focus on activities of interest to school-age children.
- Hold a Town of Vienna Day where representatives of the Town speak to groups of fourth or sixth graders about the importance of protecting the Town's environment, including protecting its water resources.

Responsible Party: Public Works and Public Information.

Documentation and Measure of Effectiveness: The Town will document efforts to engage and educate youth and will report on these efforts in the annual report.

BMP 3 – Chesapeake Bay Nutrients

Objective and Expected Results: The purpose of this BMP is to provide education and outreach to inform property owners on ways to reduce the impact of nutrients through proper use and application of fertilizers.

Implementation and Schedule: The Town has identified all households as the target audience for nutrient-related education. In addition, the Town has identified HOAs and condominium associations that manage open space as an additional target audience.

- At least one of the stormwater quality related articles to be included annually in the Town's monthly newsletter will focus on the proper use and application of fertilizers.
- At least one of the stormwater quality related message in the Town of Vienna calendar will focus on the proper use and application of fertilizers.
- Each year beginning in FY15, include a message about the proper use and application of fertilizers in at least one of its social media platforms.
- In FY15, include a message in one of its quarterly residential water bills about the proper use and application of fertilizers.
- Each year beginning FY15, mail information to 25% of HOA and condominium contacts about proper use and application of fertilizers and how to ensure contractors are using water quality friendly practices.
- Participate in the NVRC Clean Water Partners program effort to reduce water quality impacts from nutrients in fertilizers.

Responsible Parties: Public Works and Public Information. NVRC Clean Water Partners will act as the Town's regional partner.

Documentation and Measure of Effectiveness: The Town will document these efforts in the annual report. The following provides the Town's plan for meeting the requirement to reach 20% of the target audiences annually.

Target Audience	Strategy	Strategy Reach	Percent Target Reached Annually
All Households	Article in Monthly Newsletter	Town-wide	100% annually.
	Message in Town Calendar	Town-wide	100% annually.
	Message on Social Media	Social Media Subscribers	To be determined based on social media subscribers.
	Message in Water Bills	Town-wide	100% in FY15.
	NVRC Clean Water Partners	Town-wide	To be determined based on NVRC annual statistics.
HOAs and Condominium Associations	Direct Mail	HOA and Condominium Association Boards	25% annually.

BMP 4 – Sediment and Other Illicit Discharges

Objective and Expected Results: The purpose of this BMP is to reduce illicit discharges, with a particular focus on sediment pollution, by educating residents on how to recognize and report a suspected illicit discharge.

Implementation and Schedule: The Town has identified all households as the target audience for illicit discharge and sediment-related education.

- Maintain the “Report a Concern” function on the Town’s web site with a specific option for reporting an illicit discharge to the storm sewer system.
- Highlight alternatives to illicit discharges by promoting the availability of the Fairfax County Hazardous Household Waste Program at least twice in the Town’s monthly newsletter.
- At least one of the stormwater quality related articles to be included annually in the Town’s monthly newsletter will focus on how to identify and report an illicit discharge, including erosion and sediment control issues.
- In FY16, include a message in one of its quarterly residential water bills about how to identify and report an illicit discharge, including erosion and sediment control issues.
- Participate in the NVRC Clean Water Partners program effort to reduce water quality impacts from illicit discharges.

Responsible Parties: Public Works and Public Information. NVRC Clean Water Partners will act as the Town’s regional partner.

Documentation and Measure of Effectiveness: The Town will document these efforts in the annual report. The following provides the Town’s plan for meeting the requirement to reach 20% of the target audiences annually.

Target Audience	Strategy	Strategy Reach	Percent Target Reached Annually
All Households	Promote Fairfax County HHW Program in Newsletter	Town-wide	100% annually.
	Article in Monthly Newsletter	Town-wide	100% annually.
	Message in Water Bills	Town-wide	100% in FY16.
	NVRC Clean Water Partners	Town-wide	To be determined based on NVRC annual statistics.

BMP 5 – Bacteria

Objective and Expected Results: The purpose of this BMP is to reduce bacteria pollution by educating residents in general, and pet owners specifically, on the impacts of pet waste on water quality and the importance of picking up after pets.

Implementation and Schedule: The Town has identified all residents as the target audience for pet waste-related education, with a specific focus on dog owners.

- At least one of the stormwater quality related articles to be included annually in the Town’s monthly newsletter will focus on the importance of picking up after pets.
- At least one of the stormwater quality related message in the Town of Vienna calendar will focus on the importance of picking up after pets.
- Each year beginning in FY15, include a message about the importance of picking up after pets in at least one of its social media platforms.
- In FY17, include a message in one of its quarterly residential water bills about the importance of picking up after pets.
- Each year beginning FY15, mail information to 25% of residences holding dog licenses about the importance of picking up after pets.
- Participate in the NVRC Clean Water Partners program effort to reduce water quality impacts from bacteria caused by pet waste.

Responsible Parties: Public Works and Public Information. NVRC Clean Water Partners will act as the Town’s regional partner.

Documentation and Measure of Effectiveness: The Town will document these efforts in the annual report. The following provides the Town’s plan for meeting the requirement to reach 20% of the target audiences annually.

Target Audience	Strategy	Strategy Reach	Percent Target Reached Annually
All Households	Article in Monthly Newsletter	Town-wide	100% annually.

Target Audience	Strategy	Strategy Reach	Percent Target Reached Annually
	Message in Town Calendar	Town-wide	100% annually.
	Message on Social Media	Social Media Subscribers	To be determined based on social media subscribers.
	Message in Water Bills	Town-wide	100% in PY17.
	NVRC Clean Water Partners	Town-wide	To be determined based on NVRC annual statistics.
Dog Owners	Direct Mail	Dog License Holders	25% annually.

BMP 6 – Targeted Business Outreach

Objective and Expected Results: The purpose of this BMP is to engage businesses in general as partners in protecting water quality and preventing stormwater pollution. In addition, this BMP aims to reduce the discharge of fats, oils, and grease from restaurants and automotive fluids from automotive service centers.

Implementation and Schedule: The Town has identified all businesses as the target audience, with a specific focus on restaurants and automotive service centers.

- Distribute a general environmental education message to each business in the Town at least once during the permit cycle.
- By the end of FY16, send a letter and any other information to all restaurants about the importance of pollution prevention and the legal ramifications for dumping or illicit discharges.
- By the end of FY17, send a letter and any other information to all automotive service centers about the importance of pollution prevention and the legal ramifications for dumping or illicit discharges.

Responsible Parties: Public Works.

Documentation and Measure of Effectiveness: The Town will document these efforts in the annual report, including sample letters and examples of information provided. The following provides the Town's plan for meeting the requirement to reach 20% of the target audiences annually.

Target Audience	Strategy	Strategy Reach	Percent Target Reached Annually
All Businesses	Direct Mail	Town-wide.	100% over permit cycle.
Restaurants	Direct Mail	Restaurants	100% in FY16.
Automotive Service Centers	Direct Mail	Automotive Service Centers	100% in FY17.

IX. Assessment of Strategies

The Town will assess the adequacy of selected public education and outreach strategies at least annually and include this in each annual report to DEQ. If the selected BMPs are determined to not be meeting these goals, the Town will document program changes and submit the documentation to DEQ. Prior to application for continued permit coverage in FY18, the Town will evaluate the entire education and outreach program for the following:

- Appropriateness of the high-priority stormwater issues.
- Appropriateness of the selected target audiences for each high-priority stormwater issue.
- Effectiveness of the message or messages being delivered.
- Effectiveness of the mechanism or mechanisms of delivery employed in reaching the target audiences.

X. Public Participation in Plan Development

The draft Stormwater Pollution Prevention Public Education and Outreach Plan was posted for comment on the Town's dedicated Stormwater and Streams webpage (www.viennava.gov/index.aspx?nid=788). In addition, a notice requesting public comment on the plan was sent out Town-wide using the Vienna Happenings electronic newsletter.

During PY2, the Town will review the plan with the Community Enhancement Commission to solicit additional feedback and ideas for how to enhance the Town's efforts. The commission consists of 10 citizen representatives appointed by the Town Council and includes in its mission educating the public about environmental issues and initiatives.

XI. Summary Implementation Schedule

BMP	Task	FY14	FY15	FY16	FY17	FY18	Responsibility
1	General Education and Outreach						
	Distribute giveaways with water quality messages at events.	▶	▶	▶	▶	▶	Public Works
	Include three stormwater articles in the Town's monthly newsletter.		▶	▶	▶	▶	Public Works; Public Information
	Include a stormwater message in the Town calendar.		▶	▶	▶	▶	Public Works; Public Information
	Promote the storm drain marker program.	▶	▶	▶	▶	▶	Public Works; Public Information

BMP	Task	FY14	FY15	FY16	FY17	FY18	Responsibility
	Host stormwater web page.	►	►	►	►	►	Public Works; Public Information
	Participate in NVRC Clean Water Partners regional program.	►	►	►	►	►	Public Works
2	Youth-Focused Outreach						
	Host DPW Day with a focus on environmental education for children.	►	►	►	►	►	Public Works
	Participate in Town of Vienna Day school activities.	►	►	►	►	►	Public Works
3	Chesapeake Bay Nutrients						
	Include at least one nutrient-related article in the Town's monthly newsletter		►	►	►	►	Public Works; Public Information
	Include a nutrient-related message in the Town calendar.		►	►	►	►	Public Works; Public Information
	Distribute one nutrient-related message using a social media platform.		►	►	►	►	Public Works; Public Information
	Distribute nutrient-related message to 25% of HOAs/condominium associations.		►	►	►	►	Public Works; Public Information
	Include a nutrient-related message in a quarterly residential water bill.		■				Public Works; Public Information
	Participate in NVRC Clean Water Partners regional program.	►	►	►	►	►	Public Works
4	Sediment and Other Illicit Discharges						
	Maintain "Report a Concern" function on the Town's web site.	►	►	►	►	►	Public Works; Public Information
	Include HHW message at least twice each year in the Town's monthly newsletter.	►	►	►	►	►	Public Works; Public Information
	Include at least one article in the Town's monthly newsletter on how to report an illicit discharge.		►	►	►	►	Public Works; Public Information

BMP	Task	FY14	FY15	FY16	FY17	FY18	Responsibility
	Include a message in a quarterly residential water bill on how to report an illicit discharge.			■			Public Works; Public Information
	Participate in NVRC Clean Water Partners regional program.	►	►	►	►	►	Public Works
5	Bacteria						
	Include at least one bacteria-related article in the Town's monthly newsletter		►	►	►	►	Public Works; Public Information
	Include a bacteria-related message in the Town calendar.		►	►	►	►	Public Works; Public Information
	Distribute one bacteria-related message using a social media platform.		►	►	►	►	Public Works; Public Information
	Include a bacteria-related message in a quarterly residential water bill.				■		Public Works; Public Information
	Distribute bacteria-related message to 25% of dog license holders.		►	►	►	►	Public Works; Public Information; Animal Control
	Participate in NVRC Clean Water Partners regional program.	►	►	►	►	►	Public Works
6	Targeted Business Outreach						
	Distribute, once during the permit cycle, a general pollution prevention message to businesses.		►	►	►	►	Public Works
	Distribute pollution prevention materials to restaurants.			■			Public Works
	Distribute pollution prevention materials to automotive service centers.				■		Public Works

